



ADV 4930

Influencer Marketing

Fall 2025

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Office hours: Tuesday and Wednesday 10:30 am to noon

Advertising has changed in the past few years. Markets have become more fragmented. Content is not king. And organic social reach is quickly dropping. So, advertisers have had to find new ways to reach today's audiences such as influencer marketing. Influencer marketing is based on the idea of WOM in which influencers inspire and engage their built-in audiences. Using influencers can cost-effectively create awareness and buzz in niche audiences, help spread brand messages, create brand halo effects, and increase purchase intention or sales. However, finding the right influencers and cultivating a good relationship is the key.

This course focuses on **the science of influencer marketing and advertising**. It provides students a complete understanding of influencer advertising strategy and how to approach influencer advertising and marketing as **relationship building**. It teaches students how to identify, analyze, manage, and measure influencers and create influencer campaign plans.

Learning objectives

- Define and understand what influencer advertising and marketing is
- Compare and contrast the types and levels of influencers and learn how to decide which types and levels you need at each campaign stage
- How to create, build, and sustain influencer relationships
- Understand one-off influencer campaigns to long-term relationships
- How to discover, identify, and assess the right influencers that fit your brand, goals, or purpose
- How to create influencer advertising campaign goals to evaluate your influencer impact
- How to create and evaluate strategic influencer agreements.
- How to create influencer content strategy
- Analyze the effectiveness of influencer advertising campaign by knowing the best metrics for measuring influencer engagement and how to spot fakes
- Create an influencer campaign plan

Textbook/Course materials

No textbook is required. Readings are in Canvas.

Optional textbooks:

The influencer code: How to unlock the power of influencer marketing by Amanda Russell

Influencer marketing strategy: How influencers can help grow your business by Gordon Glenister

Must have access to a laptop per college equipment requirement. See

<https://www.jou.ufl.edu/current-academics/equipment/> for more information.

Class demeanor expected by the professor

- No late work. Deadlines are not negotiable.
- Act professionally. This means being respectful to one another (including me). You should not be on phones during class. You should not be scrolling on social or browsing online (or DMing, etc) on your computer during class.

- Use professional communication at all times.
- Be accountable.
- Be on time to meetings (i.e., class).
- You need to do your share of the work. You will be evaluated by your peers during the semester (please see evaluations section below)
- In order to be counted as present and avoid an unexcused absence, you must be physically present in the classroom or meeting room. You may not Zoom in and be counted as attending class. Why? Because when you start working and your supervisor holds a meeting in the office, they expect you to be there. It is important to be in person. As you know, the dynamics are different.

Grade Scale

A	100-95
A-	90-94.9
B+	87-89.9
B	83-86.9
B-	80-82.9
C+	77-79.9
C	73-76.9
C-	70-72.9
D+	67-69.9
D	63-66.9
D-	60-62.9
F	0-59.9

Please see <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/> for additional information

Student evaluation breakdown

Participation/attendance	5%
Homework/Assignments	40%
Peer evaluation	10%
Project	45%

Peer evaluation

Generally peer evaluation are very good. However, when they aren't, they should impact your final grade. Your project is, after all, the most important assignment and acts as a final exam. You will evaluate your team members AND list exactly what you did to contribute to the project. I look at what you did on the project if there are disputes on peer evaluations.

Why do peer evaluations? Because it confirms for me the relative contributions of each agency member. Because this kind of evaluation ensures that hard work is recognized and that slacking is too. Because that's how it works in the real world.

When evaluating your peers, make sure to take your time. Don't wait until the last minute. Think through their contribution thoroughly. Once an evaluation is done, it is done. Do not use

an evaluation to punish or reward members for their work earlier in the course. A nice evaluation does not inspire someone to work harder, so be honest and fair if someone isn't pulling their weight. Do not "punish" people with whom you do not get along with or disagree with. That is not fair. **Evaluations are about the work, not the person.** In other words, evaluations are not personal. Finally, be specific and offer practical advice for improvement. For example, don't say "Albert Alligator was irresponsible." Say "Albert Alligator missed multiple team meetings without texting that he wouldn't be there and was late on three deadlines."

You also have responsibilities as the person being evaluated. Evaluations are anonymous. I protect your anonymity, and I expect you to show your teammates the same courtesy. Never try to figure out who might have given a particular evaluation or discuss with your teammates. Do not confront others. This is inappropriate and unprofessional behavior. You may not negotiate, arrange or influence others' evaluations. This is a breach of academic honesty and is equivalent to cheating on an exam. Thus, the consequences are the same as cheating.

Keep in mind everybody gets evaluated in life, including me every year. It can be painful. It can seem unfair. You may feel that your teammates did not understand or appreciate your contribution. Remember, the burden is on you to let them know what you did, not on them to find out. If you did not like your evaluation, try and learn from it and improve. This is the professional and sensible way to deal with disappointment. Less professional ways are lashing out, withdrawing from the team, bad mouthing your team, etc. Before you resort to these, think about if you had been the one to give the disappointing review to a colleague or an employee. You would want them to embrace the feedback and use it to improve. Remember that these evaluations are not about you as a person. They only reflect your work and work can always improve. Critique is a part of the ad business and helps you grow. Learn to be a good listener and self-reflect.

Student evaluation of course

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:

1. The email they receive from GatorEvals,
2. Their Canvas course menu under GatorEvals, or
3. The central portal at <https://my-ufl.bluer.com>

Guidance on how to provide constructive feedback is available at <https://gatorevals.ua.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.ua.ufl.edu/public-results/>.

Student complaint process

Student complaint process is at: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

Student recording of class

"Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1)

for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Class attendance and make ups

Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See UF Academic Regulations and Policies for more information regarding the University Attendance Policies. <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

AI use policy

Use of AI Tools (e.g., ChatGPT, Claude, Bard, etc.) is permitted in this course—but only under clearly defined conditions to support your learning and ensure academic integrity.

Permitted Uses (Brainstorming, Ideation, Research Support, and Editing):

- You are welcome to use AI tools to help generate ideas, explore concepts, refine research questions, review/check work, or improve clarity and grammar in your writing.
- However, you must verify any factual information obtained from AI tools by consulting original or peer-reviewed sources to ensure accuracy and reliability.

Prohibited Uses (Authorship and Copy-Pasting):

- You may not use AI to write substantial portions of your assignment, including paragraphs or entire essays.
- You may not copy, paraphrase, or submit AI-generated text as your own work.

Transparency and Disclosure:

If you use AI tools, you must include a brief AI disclosure statement with your assignment submission, detailing:

- Which AI tool(s) you used (e.g., ChatGPT-4, Bard),
- The specific prompts you entered,
- What you used the tool for (e.g., brainstorming, editing, finding a specific fact).

Accountability:

You are responsible for the final content of your submission. If factual inaccuracies or misrepresentations occur due to AI output, you may be required to correct them or face academic integrity consequences.

Sample Disclosure (to include in your assignment):

AI Disclosure

Tool Used: ChatGPT-4 (OpenAI)

Prompt: “Generated a list of influencers to check in Brandwatch”

Purpose: Brainstorming ideas.

Verification: I verified all suggestions using social media listening tools.

Students with disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the “Get Started With the DRC” webpage on the Disability Resource Center site (<https://disability.ufl.edu/get-started/>) . It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

UF Honor Pledge and Conduct Code

UF students are bound by The Honor Pledge which states “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: ‘On my honor, I have neither given nor received unauthorized aid in doing this assignment.’” The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. See the UF Conduct Code website for more information. If you have any questions or concerns, please consult with the instructor.

Campus Resources: Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
- GatorWell Health Promotion Services: For prevention services focused on optimal well being, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450. 4 Revised: January 2025

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.
- Teaching Center: 1317 Turlington Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.
- Academic Complaints: Office of the Ombuds; Visit the Complaint Portal webpage for more information.
- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information.

Note the syllabus dates may change due to unforeseen circumstances. Notice of changes will be made on Canvas.